Phrases That Apply To Menthol Cigarettes

(Kool Filter / Salem Smokers)

Kool Filter / Salem Smokers	Kool Filter (233) %	Salem (231) %
Good tasting	62	56
Good tobacco flavor	43	32
Strong tasting	19	7
Mild tasting	47	52
Taste bad	2	4
No tobacco flavor	4	6
Tasteless	4	1
Refreshing	68	62
Satisfying	68	53
Don't need next cigarette as much	19	13
Better for your health	13	13
Safer to smoke	16	19
Easier on lungs	19	22
Less irritating	34	42
Hard on throat	11	7
Leaves less tobacco breath	22	24
Smoke is less offensive to others	10	12
Hard to draw	3	2

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Source: https://www.industrydocuments.ucsf.edu/docs/yzyj0004